

## Message Text

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PAGE 01 TEHRAN 06511 131449Z

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ACTION EB-11

INFO OCT-01 NEA-10 ISO-00 PA-03 PRS-01 USIA-15 CIAE-00

INR-10 NSAE-00 RSC-01 DRC-01 /053 W

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R 131215Z SEP 73

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 3821

USDOC WASHDC

UNCLAS TEHRAN 6511

E.O. 11652: N/A

TAGS: BEXP IR

SUBJECT: TEHRAN INTERNATIONAL TRADE FAIR: U.S. PAVILION

1. FAIR OPENED TO PUBLIC SEPTEMBER 12, 1973 WITH MORNING HOURS 0800 TO 1300 RESERVED FOR "BUSINESSMEN AND SPECIAL GROUPS" AND AFTERNOON HOURS 1500 TO 2000 FOR GENERAL PUBLIC. AMERICAN PAVILION FEATURES MOON ROVER, SKYLAB, AND 13 LOCAL EXHIBITORS. AMERICAN PAVILION, IN OPINION OF FAIR AUTHORITIES, MOST POPULAR SHOW EVER MOUNTED BY US IN IRAN. EMBOFFS ESTIMATE ATTENDANCE AT 2000 DURING MORNING HOURS AND CLOSE TO 5000 IN AFTERNOON AND EVENING. THESE FIGURES SUPPORTED BY ONE EXHIBITOR, PAK DAIRY (FOREMOST), WHICH IN PAVILION SOLD 3000 ICE CREAMS AND 400 HALF PINTS MILK DURING AFTERNOON. OTHER EXHIBITORS ALSO REPORTED HEAVY ATTENDANCE.

2. ATTENDANCE REPRESENTS VERY REAL CROSS SECTION ALL AGES OF IRAN'S POPULATION, INCLUDING STUDENTS, FARMERS AND PEASANTS FROM SURROUNDING AREA, SOME VIPS FROM BUSINESS AND GOVERNMENT, SOME EUROPEAN BUSINESSMEN, MEMBERS OF SEVERAL EMBASSY STAFFS (EASTERN AND WESTERN EUROPEAN, ARAB, AND ASIAN), AND STAFFS OF COMPETING PAVILIONS.

3. ONE PERSIAN LANGUAGE EMB OFF AND TWO PERSIAN ASSISTANTS ALMOST FULL TIME CONDUCTING EXPLANATIONS AND BRIEFINGS ON LUNAR ROVER  
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PAGE 02 TEHRAN 06511 131449Z

WHILE OTHER EMBOFFS DURING DAY BRIEFED VISITORS IN GERMAN, ENG-

LISH, AND FRENCH. ATTENDANCE AT SKYLAB EQUALLY HEAVY AND SIMILARLY HEAVY CROWDS LISTENED TO TAPED BRIEFINGS AND WATCHED SLIDE PROJECTIONS.

4. COMMERCIAL EXHIBITORS COULD NOT REPORT ANY ACTUAL SALES THIS EARLY, BUT ALL EXTREMELY PLEASED WITH WIDE EXPOSURE THEIR PRODUCTS AND NAMES TO SUCH VARIED AUDIENCE.

5. VISITORS EXTREMELY DISCIPLINED WITH NO INCIDENTS, JOSTLING, OR PUSHING. ALSO, AT CLOSE OF DAY, PREMISES ALMOST ABSOLUTELY CLEAN, REQUIRING ONLY "LICK AND PROMISE" TYPE CLEANING.

6. AT THIS TIME AND BARRING UNFORESEEN CIRCUMSTANCES, APPEARS THAT EXHIBITION COSTS WELL WITHIN BUDGET.

7. WILL REPORT FURTHER DEVELOPMENTS LATER.  
HELMS

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition Comment:**  
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